# ORDER

KSTP-TV, LLC and KSAX-T

**Orders**

| | | | |
|---|---|---|---|
| **Order / Rev:** | **168577** | | |
| Alt Order #: | 06861433 | | |
| Product Desc: | DCCC/NOLAN 4 CONG | | |
| Estimate: | 1983 | | |
| Flight Dates: | 10/09/12 - 10/15/12 | Primary AE: | Rachel Chason |
| Original Date / Rev: | 10/05/12 / 10/10/12 | Sales Office: | P-PHL |
| Order Type: | GENERAL | Sales Region: | National |

**Agency**

| | | | |
|---|---|---|---|
| **Name:** | **Greer Margolis & Mitchell** | | |
| Buying Contact: | Maura Gilroy | Billing Type: | Cash |
| Billing Contact: | | Billing Calendar: | Broadcast |
| | 1010 Wisconsin Ave NW | Billing Cycle: | EOM/EOC |
| | Washington, DC 20007-3674 | Agency Commission: | 15% |

**Advertiser**

| | | | |
|---|---|---|---|
| **Name:** | **DCCC/Nolan for Congress** | | |
| Demographic: | A35+ | New Business Thru: | |
| Product Codes: | PL1 | Order Separation: | 00:15:00 |
| Priority: | 4 | Advertiser External ID: | |
| Revenue Codes: | AGY, POL, CAND | Agency External ID: | |

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|---|---|---|---|---|
| 10/01/12 | 10/13/12 | 6 | $1,775.00 | $1,508.75 |

**Totals**

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---|---|---|---|---|
| October 2012 | 6 | $1,775.00 | $1,508.75 | 0.00 |
| Totals | 6 | $1,775.00 | $1,508.75 | 0.00 |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|---|---|---|---|---|
| Rachel Chason | | | Start Of Order - End Of Order | 100% |

| **Order Share** | Share | Total |
|---|---|---|
| KSTP-TV, LLC and KSAX-TV | 16% | $1,775.00 |
| Market | 100% | $11,093.75 |

| **Competitive Share** | Share | Total |
|---|---|---|
| CABLE | 0% | $0.00 |
| KARE | 42% | $4,659.38 |
| KMSP | 0% | $0.00 |
| KMWB | 0% | $0.00 |
| KPXM | 0% | $0.00 |
| KRWF | 0% | $0.00 |
| KSAX | 0% | $0.00 |
| KSTC | 0% | $0.00 |
| WCCO | 42% | $4,659.38 |
| WFTC | 0% | $0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| E 2 | M | 10/09/12 | 10/12/12 | M-F 6-7a News<br>M-F 6-7a News | CM | 6-7a | -TWTF-- | :30 | 1 | $250.00 | 4 | 0.00 | NM | 1 | $450.00 |

5 EYEWITNESS NEWS @ 6AM

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 10/08/12 | 10/14/12 | -TWTF-- | 1 | $250.00 | 0.00 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| *1* | *M* | *10/08/12-10/14/12* | *M-F 6-7a News* | 6-7a | -TWThF---- | *:30* | *~~($250.00)~~* | 0.00 | *NM* |

*See MG 2.2*
[PE At order entry--na at rate]

Order / Rev: 168577
Alt Order #: 06861433
Flight Dates: 10/09/12 - 10/15/12

Advertiser: DCCC/Nolan for Congress
Product Desc: DCCC/NOLAN 4 CONG
Estimate: 1983

**KSTP-TV, LLC and KSAX-T**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| E 2 | M | 10/09/12 | 10/12/12 | M-F 6-7a News<br>M-F 6-7a News | CM | 6-7a | -TWTF-- | :30 | 1 | $250.00 | 4 | 0.00 | NM | 1 | $450.00 |

5 EYEWITNESS NEWS @ 6AM

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 10/08/12 | 10/14/12 | -TWTF-- | 1 | $250.00 | 0.00 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| 2 | M | 10/08/12-10/14/12 | M-F 6-7a News | 6-7a | -TWThF---- | :30 | $450.00 | 0.00 | NM |

Ⓜ MG for 2.1 10/09

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| E 4 | M | 10/09/12 | 10/12/12 | M-F 5-530p<br>M-F 5-530p | CM | 5-530p | -TWTF-- | :30 | 1 | $300.00 | 4 | 0.00 | NM | 1 | $450.00 |

EYEWITNESS NEWS @ 5PM

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 10/08/12 | 10/14/12 | -TWTF-- | 1 | $300.00 | 0.00 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| *1* | *M* | *10/08/12-10/14/12* | *M-F 5-530p* | 5-530p | -TWThF---- | *:30* | *~~($300.00)~~* | 0.00 | *NM* |
| *See MG 4.2*<br>[PE Due HRA] | | | | | | | | | |
| 2 | M | 10/08/12-10/14/12 | M-F 5-530p | 5-530p | -TWThF---- | :30 | $450.00 | 0.00 | NM |

Ⓜ MG for 4.1 10/12

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| E 7 | M | 10/09/12 | 10/12/12 | M-F 1102p News<br>M-F 1102p News | CM | 1102-1132p | -TWTF-- | :30 | 1 | $250.00 | 3 | 0.00 | NM | 1 | $250.00 |

5 EYEWTN NWS @11PM

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 10/08/12 | 10/14/12 | -TWTF-- | 1 | $250.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 8 | M | 10/11/12 | 10/12/12 | M-F 2-3p 9/10-TFN<br>Katie | CM | 2-3p | ---TF-- | :30 | 1 | $125.00 | 4 | 0.00 | NM | 1 | $125.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 10/08/12 | 10/14/12 | ---TF-- | 1 | $125.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 10 | M | 10/13/12 | 10/13/12 | Sa 1205-105a 9/1-12/1<br>Private Practice | CM | 1205-105am | -----S- | :30 | 1 | $100.00 | 3 | 0.00 | NM | 1 | $100.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 10/08/12 | 10/14/12 | -----S- | 1 | $100.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 11 | M | 10/12/12 | 10/12/12 | M-F GMA<br>M-F GMA | CM | 7-9a | ----F-- | :30 | 1 | $400.00 | 3 | 0.00 | NM | 1 | $400.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 10/08/12 | 10/14/12 | ----F-- | 1 | $400.00 | 0.00 |

Totals 6 $1,775.00